

## **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Office Action dated January 25, 2010.

### **Claim Rejections - 35 USC § 103**

In response to the rejections maintained in the recent Office Action, claims 1 and 15 have been amended to specify that the temporary registration is an alias registration, which is identified using a registered telecommunications address. Basis for this amendment can be found at page 29, lines 26-35 of the specification. Claims 9-11, 27-29 and 34 are hereby cancelled.

The claims now relate to anonymous competition entry using a sensing device having a sensing device ID, which is used to identify a registered telecommunications address, which is in turn used to allocate a temporary alias registration to the competition entrant. The temporary alias registration automatically expires after the duration of the competition.

In respect of original claim 27 (which related to an alias registration), the Examiner argued that the skilled person would have been able to arrive at the present invention, by combining the teachings of Norris, Braun, Prahm, Lieberman and Siedman. In particular, the Examiner argued that Siedman teaches anonymous competition entry using an alias registration.

However, the Applicant contests the Examiner's arguments in respect of Siedman. Whilst column 2, lines 23-44 of Siedman teaches gaming via coded tokens, which allow gamers to maintain anonymity, these tokens are not an 'alias registration' in accordance with claim 1. Claim 1 requires the steps of:

identifying, using the sensing device ID, a registered telecommunications address recorded for the competition entrant;

allocating, using the registered telecommunications address, a temporary alias registration to the sensing device ID, or to the competition entrant associated with the sensing device;

In Siedman, there is no step of identifying a registered telecommunications address and no subsequent step of allocating a temporary alias registration using the identified registered telecommunications address. Although Siedman's coded tokens are *de facto* anonymous,

they do not initiate identification of a registered telecommunications address which is used to allocate an alias registration. As far as can be told, all Siedman's tokens do is to allow users to enter their details into a machine so to enable association of name, address *etc* with a winning token (see column 5, lines 26-54 of Siedman). There is no temporary alias registration described in Siedman, merely a typical registration process

The Examiner is requested to reconsider the rejection of obviousness in view of these submissions and the amended claims filed herewith.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,



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